DOCUMENT RESUME

ED 414 875 IR 018 643

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TITLE	Public Service Broadcasting: The Challenges of the Twenty-first Century. Reports and Papers on Mass Communication No. 111.
INSTITUTION	United Nations Educational, Scientific, and Cultural Organization, Paris (France).
ISBN	ISBN-92-3-103421-9
PUB DATE	1997-00-00
NOTE	155p.
AVAILABLE FROM	Promotion and Sales Division, UNESCO Publishing, UNESCO, 7, place de Fontenoy, 75352 Paris 07 SP, France.
PUB TYPE	Reports - Descriptive (141)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	*Broadcast Industry; Broadcast Television; Case Studies; Democracy; Development; *Educational Television; Foreign Countries; Freedom of Information; *Futures (of Society); Global Approach; Information Technology; *Mass Media; Politics; Programming (Broadcast); Public Sector; *Public Television
IDENTIFIERS	Regulatory Agencies

ABSTRACT

This report presents a review of key research on public broadcasting and a synthesis of the actuality of public service broadcasting today in the face of increasing globalization, with case studies from 16 countries. Following the General Introduction (Pierre Juneau), the report is divided into two parts. Part 1--"Public Service Television in the Age of Competition" (Dave Atkinson)--gives an overview of the crisis, and discusses the legitimacy of public television in the era of the market and the public television ideal. Part 2--"Public Service Broadcasting for the Twenty-first Century" (Marc Raboy, Ed.)--contains an introduction--"Public Service Broadcasting in the Context of Globalization" (Marc Raboy), and two sub-sections. The first sub-section--"Shifting Paradigms in the Heartlands of Public Broadcasting"--includes: "Great Britain: Public Service Broadcasting, From National Culture to Multiculturalism" (Paddy Scannell); "Sweden: Broadcasting and the Social Project" (Olof Hulten); "Germany: The Regulation of Broadcasting" (Wolfgang Hoffmann-Riem); "Belgium: The Politics of Public Broadcasting" (Jean-Claude Burgelman and Peter Perceval); "Canada: The Hybridization of Public Broadcasting" (Marc Raboy); "Australia: Broadcasting, Policy and Information Technology" (Marcus Breen); "Japan: Public Broadcasting as a National Project" (Shinichi Shimizu); and "United States: PBS and the Limitations of a Mainstream Alternative" (Michael Tracey). The second sub-section--"Emerging Models for Development and Democracy"--includes: "Poland: Prospects for Public and Civic Broadcasting" (Karol Jakubowicz); "Ukraine: Public Broadcasting Between State and Market" (Olga V. Zernetskaya); "India: Broadcasting and National Politics" (Nikhil Sinha); "Namibia: Broadcasting and Democratization" (Nahum Gorelick); "Philippines: Towards an Alternative Broadcasting System" (Florangel Rosario-Braid with Ramon R. Tuazon); "Equatorial Africa: Broadcasting and Development" (Charles Okigbo); "Cambodia: Broadcasting and the Hurdle of Poverty" (Gareth Price); and "Latin America: Community Broadcasting as Public Broadcasting" (Rafael Roncagliolo). (SWC)